

## Privacy Policy

Last Modified June 23, 2017

Coach Concierge respects the privacy concerns of our customers and we value your trust in our services. This Privacy Policy is meant to help you understand the types of information we collect, how we use this information, and the choices you can make. By using the Coach Concierge websites or mobile app you accept the terms of this Privacy Policy and any updates that we make.

### **1. Scope**

This Privacy Policy applies to the Coach Concierge mobile app and the websites located at coachconcierge.co and skater.coach (the “Sites”). The Sites are controlled, operated, and administered by Coach Concierge from within the United States.

#### *Third Party Links*

Our Sites may contain links to third party websites for your convenience. We are not responsible for the privacy policies and practices of other third parties and any information you submit to a third party is subject to their privacy policy. Once you leave the Coach Concierge website or are redirected to a third-party website, application, or other online service, we encourage you to read the privacy policy applicable to that third party.

### **2. Information We Collect**

#### *Information You Provide to Coach Concierge*

Personal information is the information that identifies you as an individual. Coach Concierge collects personal information when it is voluntarily provided by you. We collect your personal information when you contact us with a question or concern, sign up for an account, communicate with other users, use our services to facilitate lessons, or when you participate in a promotion, survey, or other Coach Concierge service. We may also keep a record of your interests and the purchases you make.

The types of personal information we collect may include:

- *Contact information*, such as your name, child information, email address, postal address, or phone number.
- *Account or billing information*, such as your username, password, credit card, or bank information. If you are a coach, we may collect your social security number in order to facilitate payments to you.
- *Demographic information*, such as your birthdate, or records relating to professional memberships, expertise, and skill level.

If you choose not to provide us with personally identifiable information, you may still access our Sites, however you may be unable to use a service or unable to access certain functionalities of the Sites.

#### *Information Collected Automatically*

To improve our services, we collect and use aggregated information which does not personally identify you. When you visit the Coach Concierge websites, we may automatically

receive your computer's internet protocol (IP) address, your operating system and browser type, the web pages you visit on our website, the address of any referring website, and your geographic location. This information is used to operate, maintain, and manage our Sites and related services. Non-exhaustive examples include, calculating the average number of lessons per student or average number of students per coach.

#### *Cookies*

Like many other websites, we and our vendors use cookies and other similar technologies to improve our services and your online experience. Cookies are small text files sent from a website and stored on your browser while you visit a website. Cookies, track how you use a website and enable the site to remember your preferences. Many web browsers are set up to accept cookies automatically, but you may change your cookie preferences through the options available in your web browser. By choosing not to receive certain cookies you may not be able to take full advantage of certain features of our Sites.

#### *Analytics*

Coach Concierge uses third party analytics services to understand how our Sites are accessed and used to improve our services. For example, we use Google Analytics which uses cookies and other similar technologies to collect and analyze information about how our Sites are used. You can learn more about Google Analytics at <https://www.google.com/policies/privacy/partners/>, and you may choose to opt-out by visiting <https://tools.google.com/dlpage/gaoptout>.

### **3. Children's Online Privacy Policy**

Coach Concierge is committed to protecting children's privacy and safety on the Internet. The Coach Concierge website and mobile app are not directed at or intended for use by children under 13. If Coach Concierge discovers that a child under the age of 13 has provided personally identifiable information, Coach Concierge will immediately delete it.

### **4. How We Use The Information We Collect**

#### *To Provide and Improve Our Services*

We use your personal information to process your payment, provide our services, and facilitate communication between users. We may also use your information to understand how our customers use our Sites in order to improve our services and your experience.

#### *To Communicate With You*

We use your personal information to respond to you when you contact us. We may also use your personal information to communicate with you about our services, promotions, and marketing that we believe may interest you.

#### *Text Message Alerts To Facilitate Lesson Scheduling*

We work with a third party partner to facilitate text message alerts. We may send you text message alerts to notify you of the status of lessons that you have requested or scheduled, or related to your participation in our services. For example, text message alerts may include an alert that a lesson has been requested, notice that your lesson request was accepted or declined,

lesson reminders, or notice of lesson cancellation. You may choose not to receive text message alerts from us at any time.

To update your preferences or to opt-out of receiving certain communications, please see section 8 below entitled, *Access To and Control of Your Personal Information*.

## **5. How We Share The Information We Collect**

### *Other Coach Concierge Users*

Coach Concierge may share your personal information with another user in order to provide our services. For example, we use certain personal information to provide a directory of coaches who offer lessons through our Sites.

You may also choose to share your personal information with other users. The social features of the Coach Concierge Sites allow you to connect with other users to communicate about lesson curriculum and to coordinate lessons. By connecting with other users, you choose to share the information that you make available in your profile as well as any information contained in any communication you post or send that is viewable by other users.

### *Third Party Service Providers*

We may share your personal information with third parties to perform services on our behalf such as, providing technical services, processing your payment, providing a service you have requested, or facilitating marketing activities and other promotions. These third parties may only use the personal information that is necessary to perform the function required and may not use it for any other purpose. We will not disclose, sell or rent your personal information to third parties for their own independent use without your permission.

### *Social Media*

Your personal information may be disclosed in connection with your social media activity. If you connect or otherwise choose to engage with Coach Concierge on social media, the social media site may collect your personal information or may share information with us about your use of its services. Information you choose to share in a social media post may also be disclosed to any third party capable of viewing that post. Please review the social media site's privacy policy and privacy settings to control how your personal information is shared.

### *To Comply With Legal Obligations*

Coach Concierge may access, preserve, use, or disclose your personal information if we have a good faith belief that the law requires us to do so, or that it is reasonably necessary to detect, prevent, and address security, technical issues, or fraud.

### *Business Use*

Coach Concierge may access, preserve, use, or disclose your personal information in order to protect the rights of the business, its property, its employees and others, or to enforce Coach Concierge's billing or contracts.

In the unlikely event that Coach Concierge is involved in a merger, acquisition, sale or other change in ownership, our customers' personal information may be among the transferred business assets.

## **6. Security**

Coach Concierge cares about the security of your personal information and we maintain certain physical, electronic, and managerial safeguards. While no transmission over the Internet or method of data storage is 100% secure, we take reasonable precautions to prevent unauthorized access, use, or disclosure of your personal information.

## **7. Your California Rights**

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information for direct marketing purposes. Coach Concierge does not disclose your personal information to third parties for direct marketing purposes. Should this practice change, we will update our policy and provide you with appropriate notice.

### *California Do Not Track Disclosure*

Do Not Track is a privacy preference that can be set in a web browser. At this time we do not respond to Do Not Track browser settings or signals. For information about Do Not Track, please visit <https://allaboutdnt.com/>.

## **8. Access To And Control Of Your Personal Information**

Coach Concierge is committed to providing you with the opportunity to manage how we collect and use your personal information at any time.

- You may log into your account to update or correct your personal information, or to delete your account.
- You may choose to opt-out of certain email communications by following the instructions in the email to unsubscribe.
- You may choose to opt-out of receiving text message alerts by texting "STOP" from the mobile device receiving the messages.
- You may also contact us directly to exercise your choice to receive our email, postal mail, text messages, or telephone communications, or to request access to, correct, or delete your personal information.

## **9. How To Contact Us**

For questions about our Privacy Policy, to make choices about receiving marketing or promotional communications, or if you have a request to access, correct or delete your personal information, please contact us at: [support@coachconcierge.co](mailto:support@coachconcierge.co).

#### **10. Changes To Our Privacy Policy**

This Privacy Policy is effective as of June 23, 2017. From time to time it may become necessary to update or change our Privacy Policy and Coach Concierge encourages you to periodically check here for the most current version. If significant changes are made, Coach Concierge will provide you with appropriate notice, which may include conspicuous notice on our Sites, or email notification. Your continued use of the Sites constitutes your agreement to this Privacy Policy.